

The Global Technology Conference

December 9, 2005

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General Manager, Mobility Group

LEHMAN BROTHERS

Where vision gets built.®

Observation #1: The Internet Won



Nearly Infinite Content....

Education

Commerce

Government

Entertainment

1,000,000 Wikipedia Articles
Online Degrees From Over
1,000 Universities

\$18 Billion Online Advertising
\$425 Billion Online Commerce
6 Billion Daily Searches

5,000+ e-Government Portals
198 National e-Governments

80 Million Internet Radio Users
350 Million Music Track Downloads
20,000 Recorded Concerts

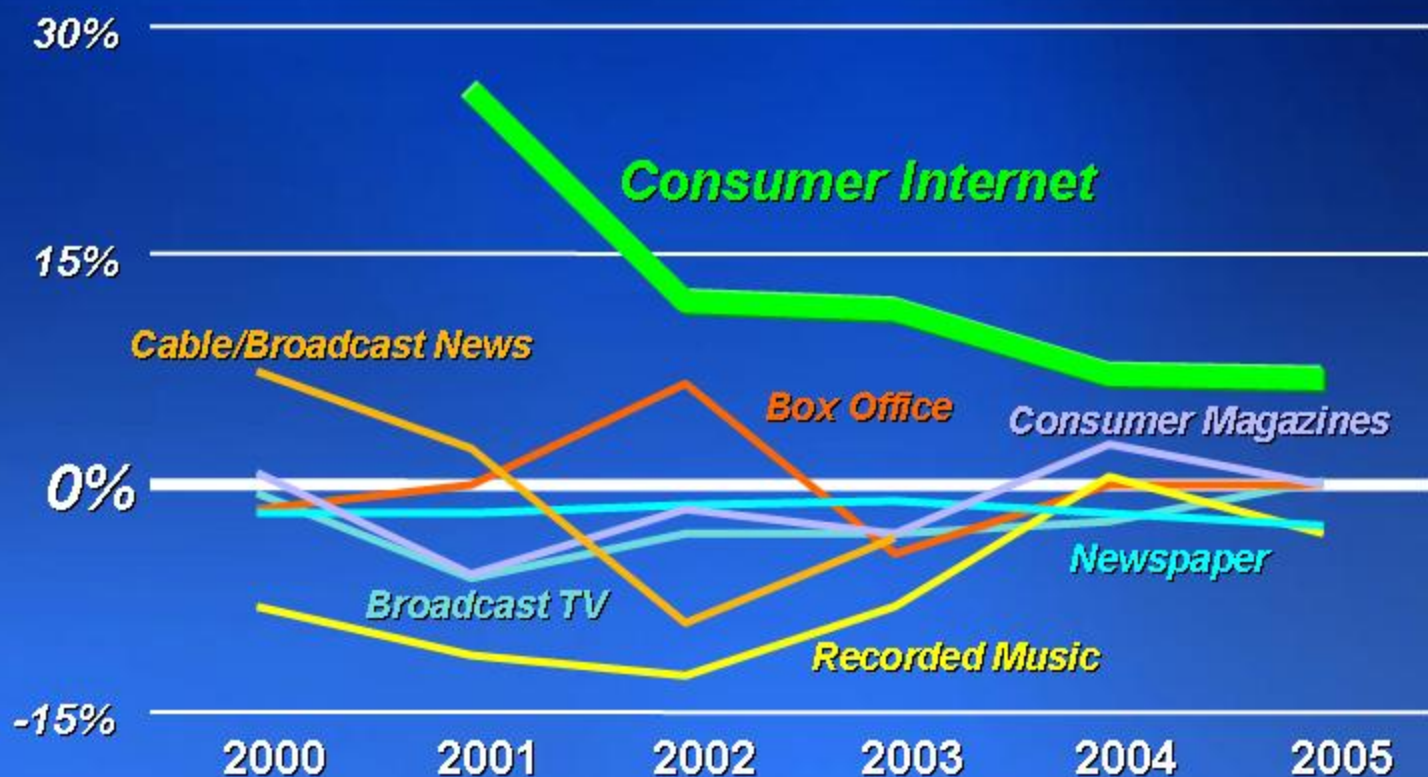
intel

Source: IDC; International Federation of Phonographic Industries;
Dainamic Consulting; University of Illinois; Wikipedia.com

...Drives Consumer Usage

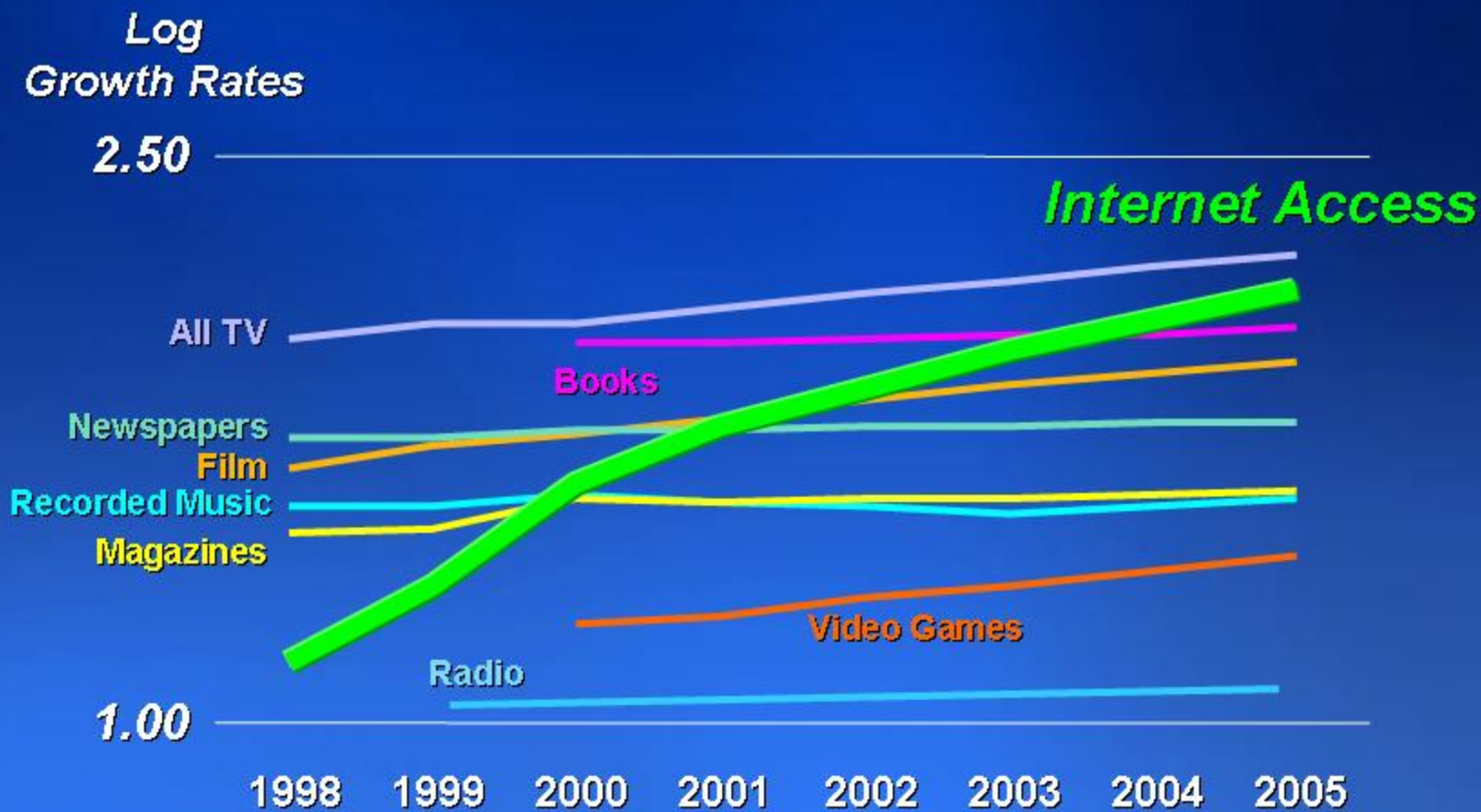
Consumer Internet Unique in Consistent Growth

Growth in Readers/Usage/Viewers per Day



And Consumer Dollars

Consumer Spend by Media, Log Growth Rates

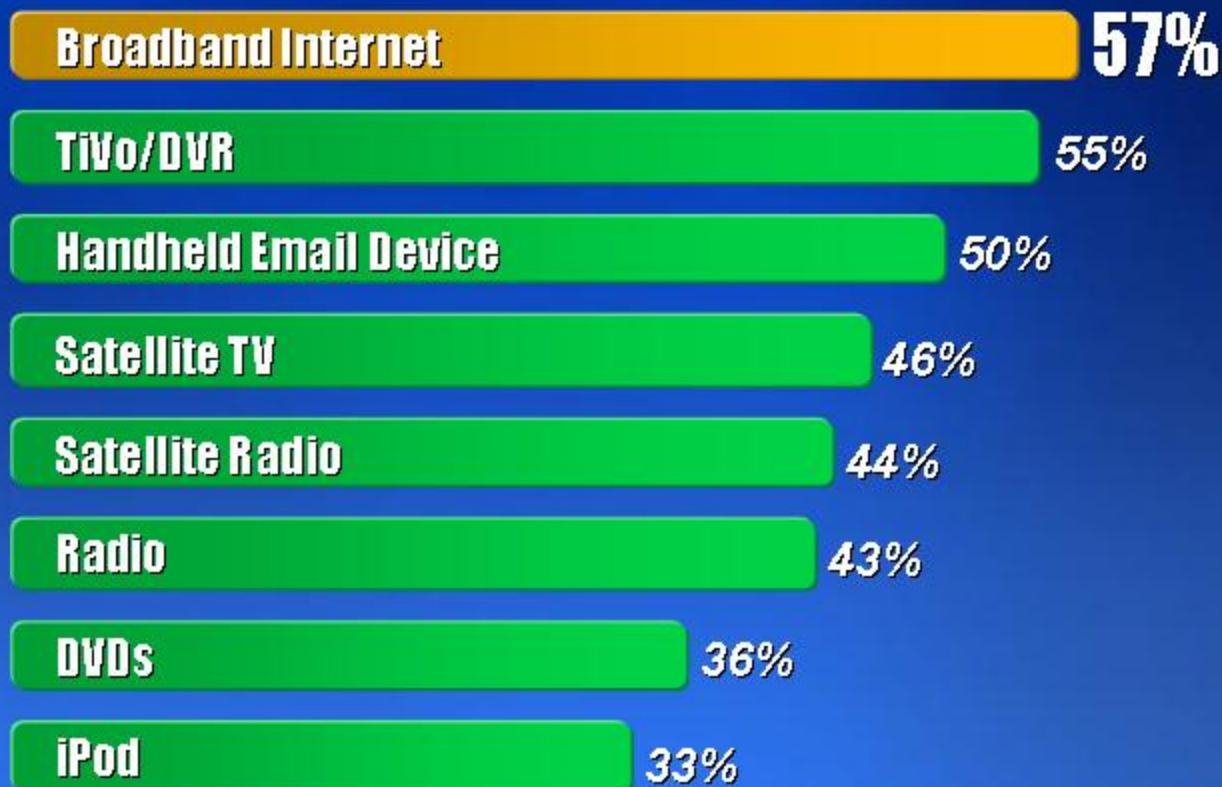


Observation #2

***Broadband Is the Killer App For
Communications, Computing
and Content***

People Love Broadband

% of Owners Giving 4 or 5 on 5-Point Life Impact Scale



And Use It A Lot

Daily Technology Usage



*Broadband
Internet Access*

Mobile Voice

*Mobile
SMS/MMS/E-Mail*



Indicates Minutes Per Day of Use by Average Subscriber
Source: CTIA, Online Publisher's Association, Intel estimates

Creating a Virtuous Web Content Cycle

CLICKSTAR inc.



Murdoch Buys Up Myspace

San Francisco Chronicle

**IAC/InterActiveCorp's
agrees to buy *Ask Jeeves***



***eBay to
Nab Skype***

intel.

intel.

Intel Viiv™ Technology To Enable Broad Choice Of On-Demand Entertainment

Intel is working with Afendis AG, arvato mobile, Bellrock Media Japan Inc., British Sky Broadcasting, Broadband Tower, Inc., Canal + Group, Glowria, Gretech Corp., LoveFilm.com, MEDION AG, Movielink, NEC, Sohu.com, Telecom Italia, Tiantian Online Inc., Tiscali S.p.A., TiVo, T-Online International, Usen Corp., webs-tv Digital International Co. to bring movie, video and TV applications to Intel Viiv technology-based PCs.

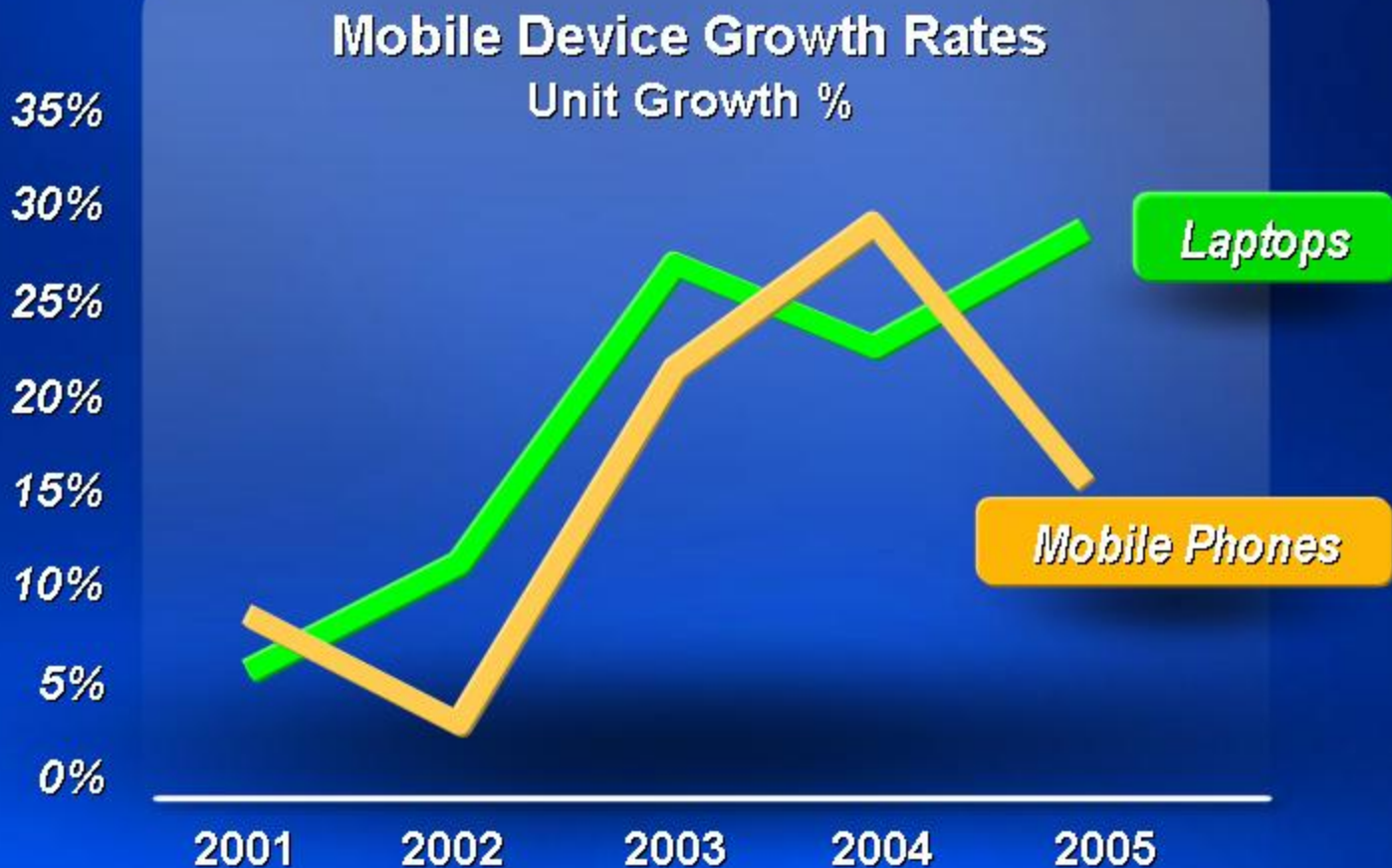
TECHNOLOGY
**CNN.com Launches
Broadband Video
News Service**



Observation #3

Growth Opportunities

Notebooks Grow Fast



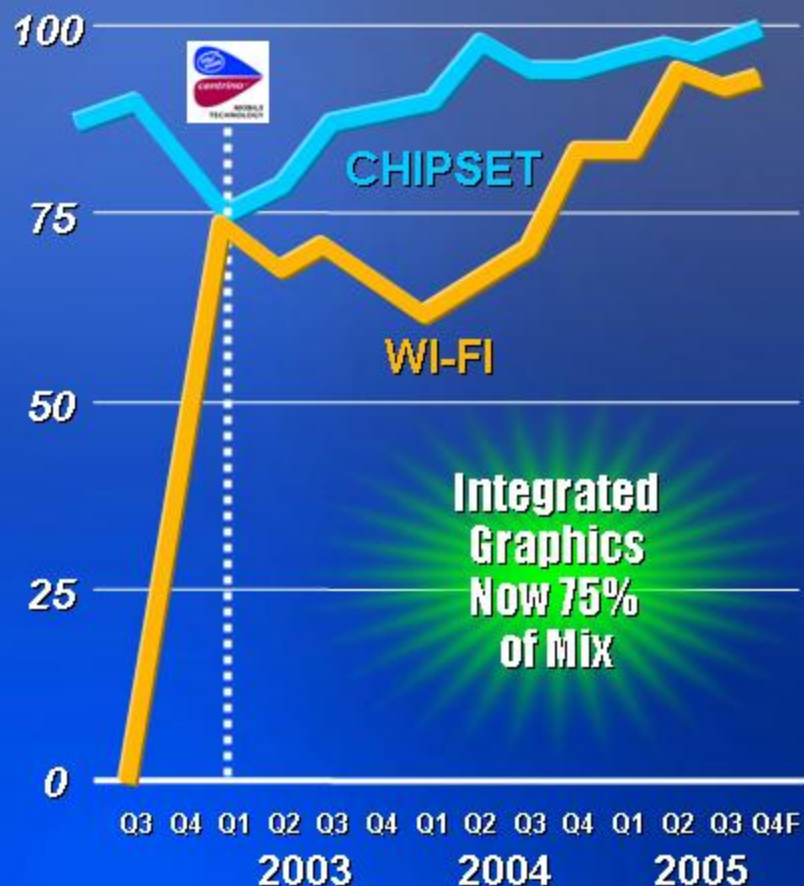
Intel Notebook Platform Growth

Rapid Intel Mobile CPU Ramp

**CPU And
Chipset Shipments
Up >2.5x
in 3 years**



Intel Chipset & Wi-Fi Attach Rates (%)



Napa: The Next Mobile Computing Platform

Intel® Centrino™ Mobile Technology

Yonah

Intel's 1st mobile dual core CPU

Mobile 945 Express Chipset

Enhanced 3D and HD capability

PRO/Wireless 3945 ABG Wireless

Enhanced Wi-Fi, smaller form factor

Enhanced Power Management

Enhanced Intel® Deeper Sleep

Intel® Dynamic Power Coordination

Intel® Advanced Thermal Manager



**0.5 Watts
Power Savings**

20% Smaller

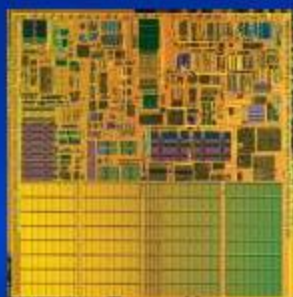
**Powered By The Next Great
Intel CPU**



YONAH

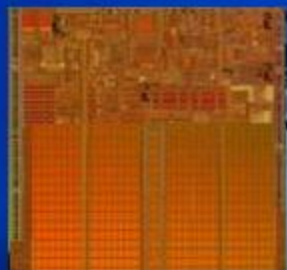
A Lineage of Mobile Performance/Power

Banias



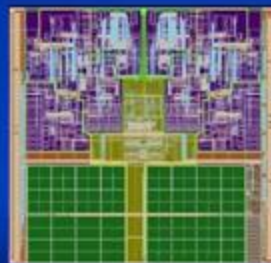
2003

Dothan



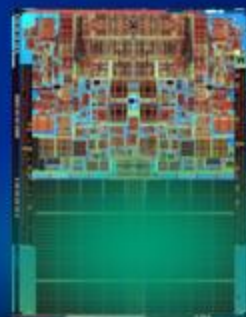
2004

Yonah



2006

Merom

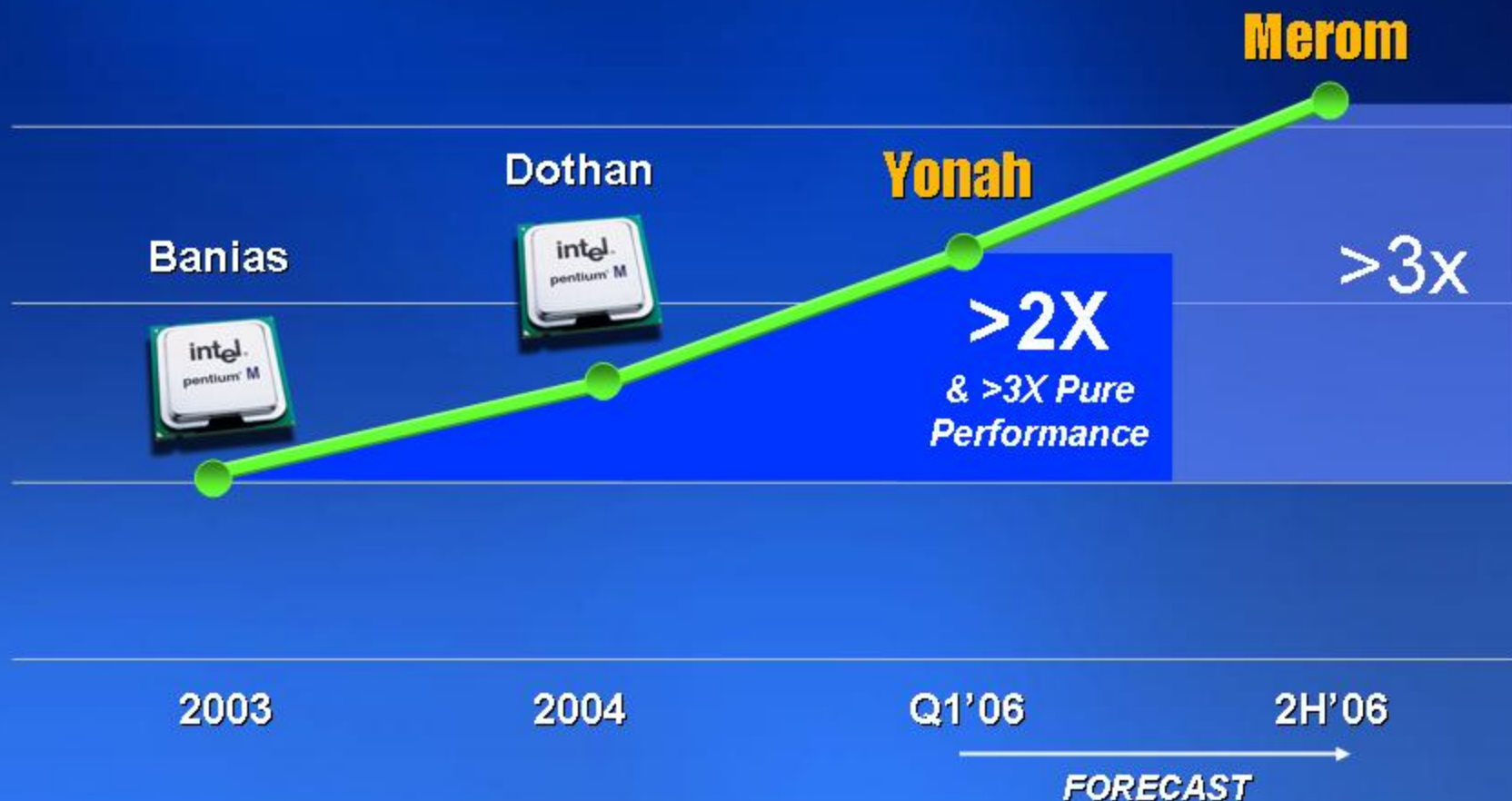


2006

Single Site With Design Continuity
The Technology Base for Intel Architecture

Delivering Consistent Leaps Ahead

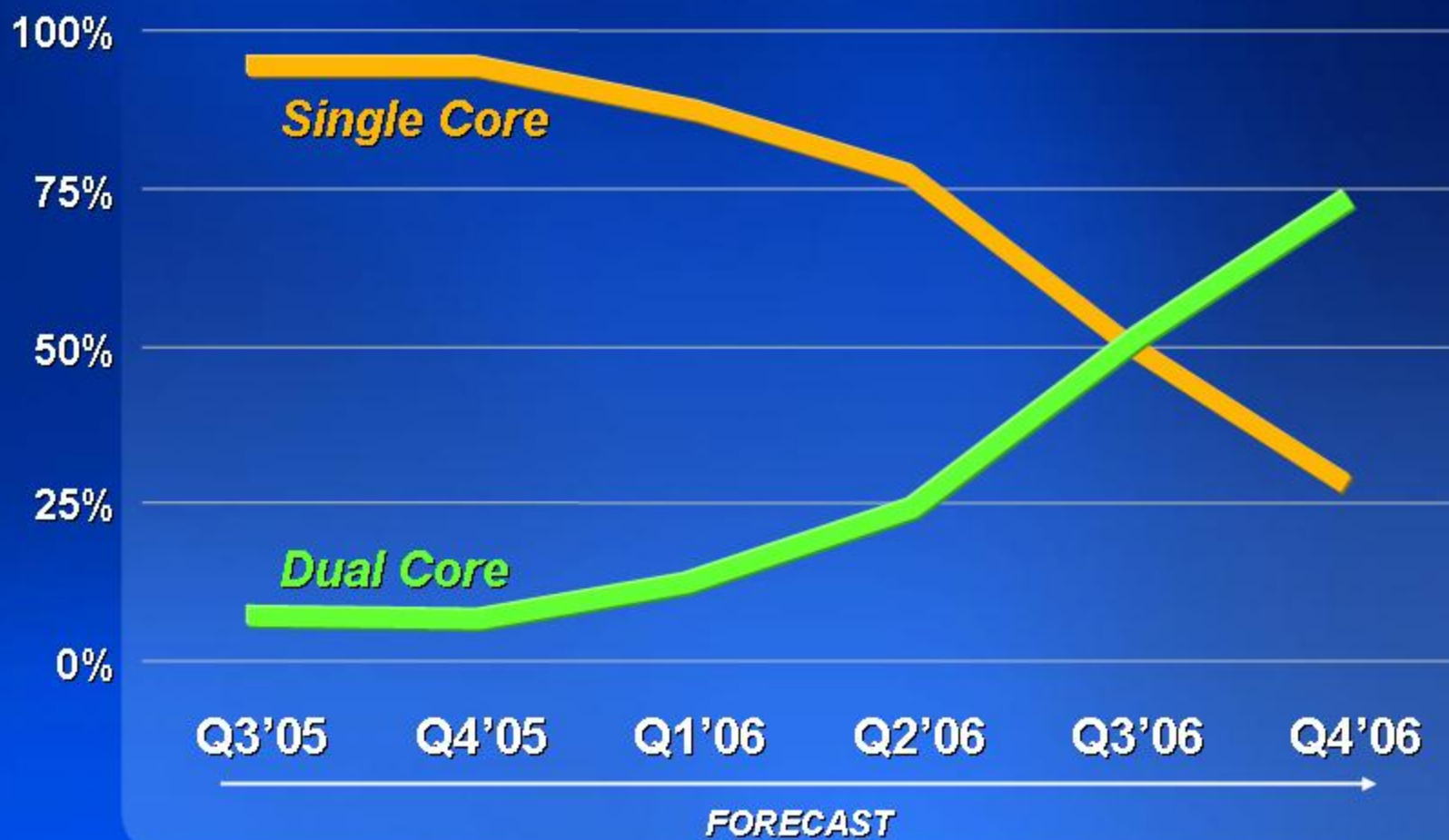
*Integer Performance/Watt**



*SpecIntRate. Source Intel

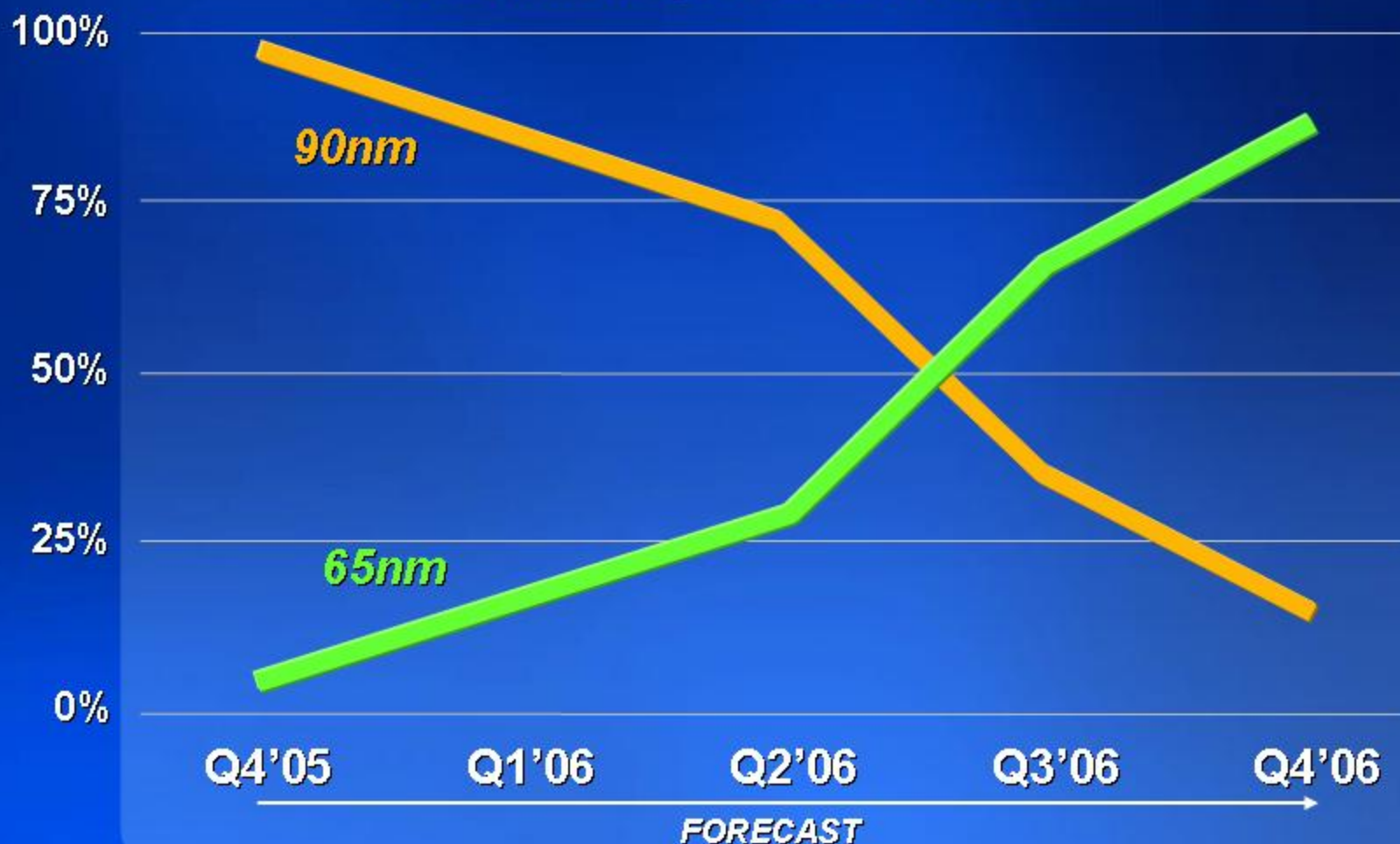
As Computing Goes Dual Core...

Intel Microprocessor Mix*



...The Engine Turns to 65nm

Intel Microprocessor Mix



Smartphones Grow Fast

Handset TAM, Split By Segment

Million Units

1,200

1,000

800

600

400

200

0

*Digital Enterprise
Smartphone*

*High-Tier Consumer
Smartphone*

Mid-range

Entry

2001

2002

2003

2004

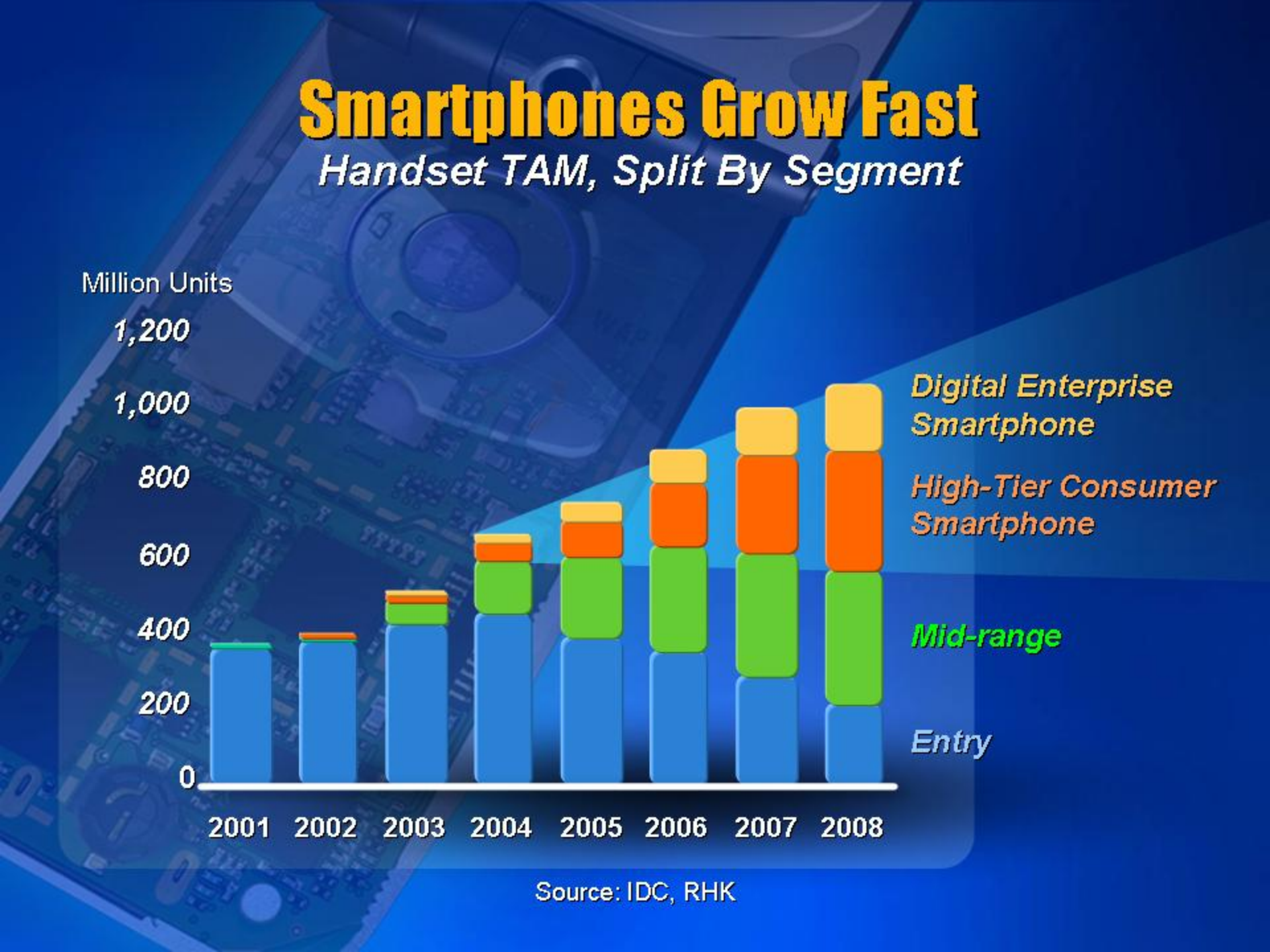
2005

2006

2007

2008

Source: IDC, RHK



Intel Phone Platform Status

Rapid Intel Phone Processor Ramp

Application and Comms Processors
mU/Q

Up >3x in
3 Years



Asia Grows Fast

Asia-Pacific Mobile Subs
Heading to 1 Billion

Millions

1,000

800

600

400

200

0

1994 1996 1998 2000 2002 2004 2006E



With Broadband Growing 2X
Mobile

Millions

100

80

60

40

20

0

1998 1999 2000 2001 2002 2003 2004 2005E 2006E



Source: Economist Intelligence Unit, 2005

Driving Industry Opportunities

Intel Sales 2001
\$26.5 Billion



Intel Sales 2005

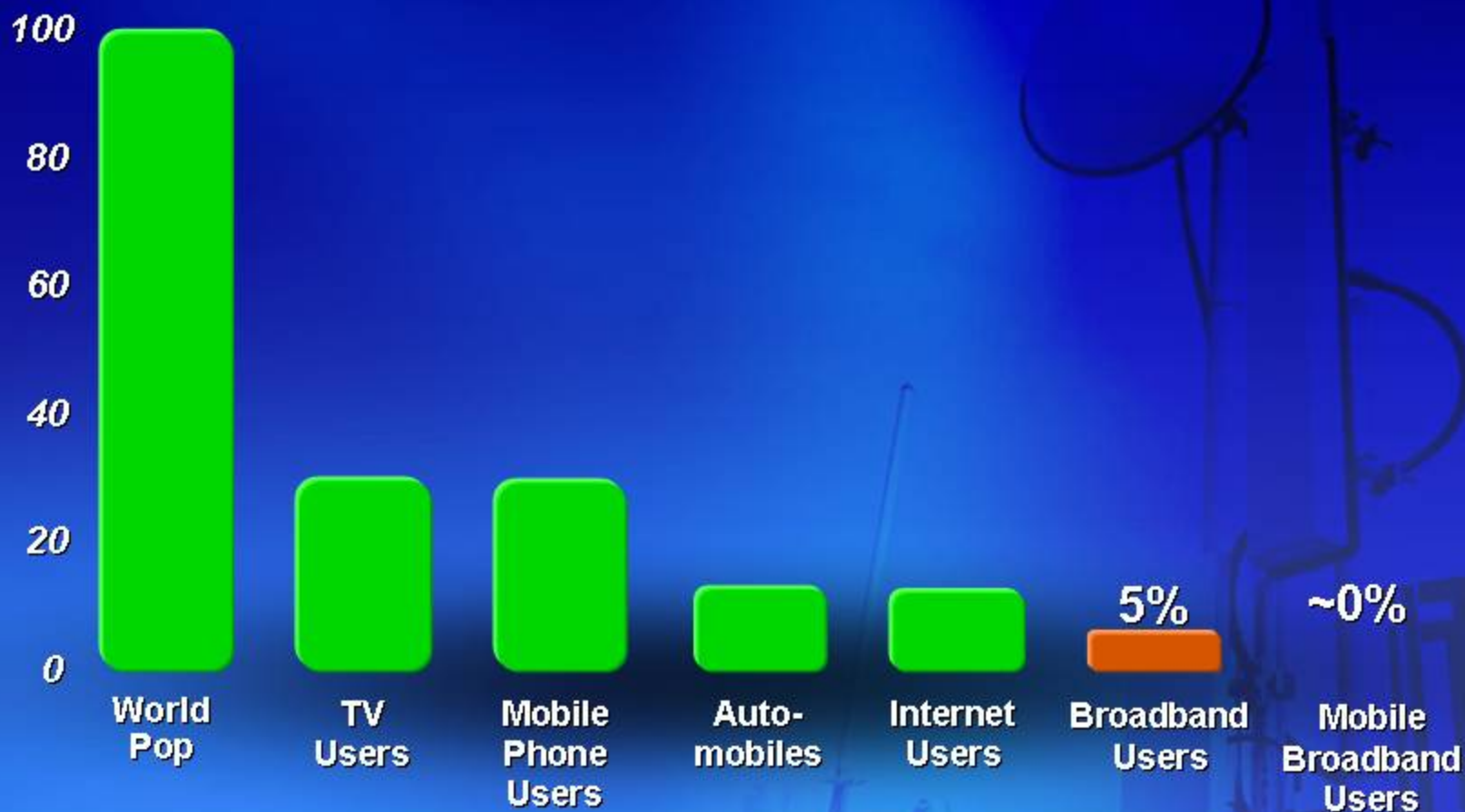


**>\$10B
Shift**

Source: Intel Financial Statements; 2005 is projected.

Broadband Will Grow Fast

% of global
population



New Wireless Technologies Will Close the Digital Divide



Wi-Fi Momentum

Million
Units/
Lines

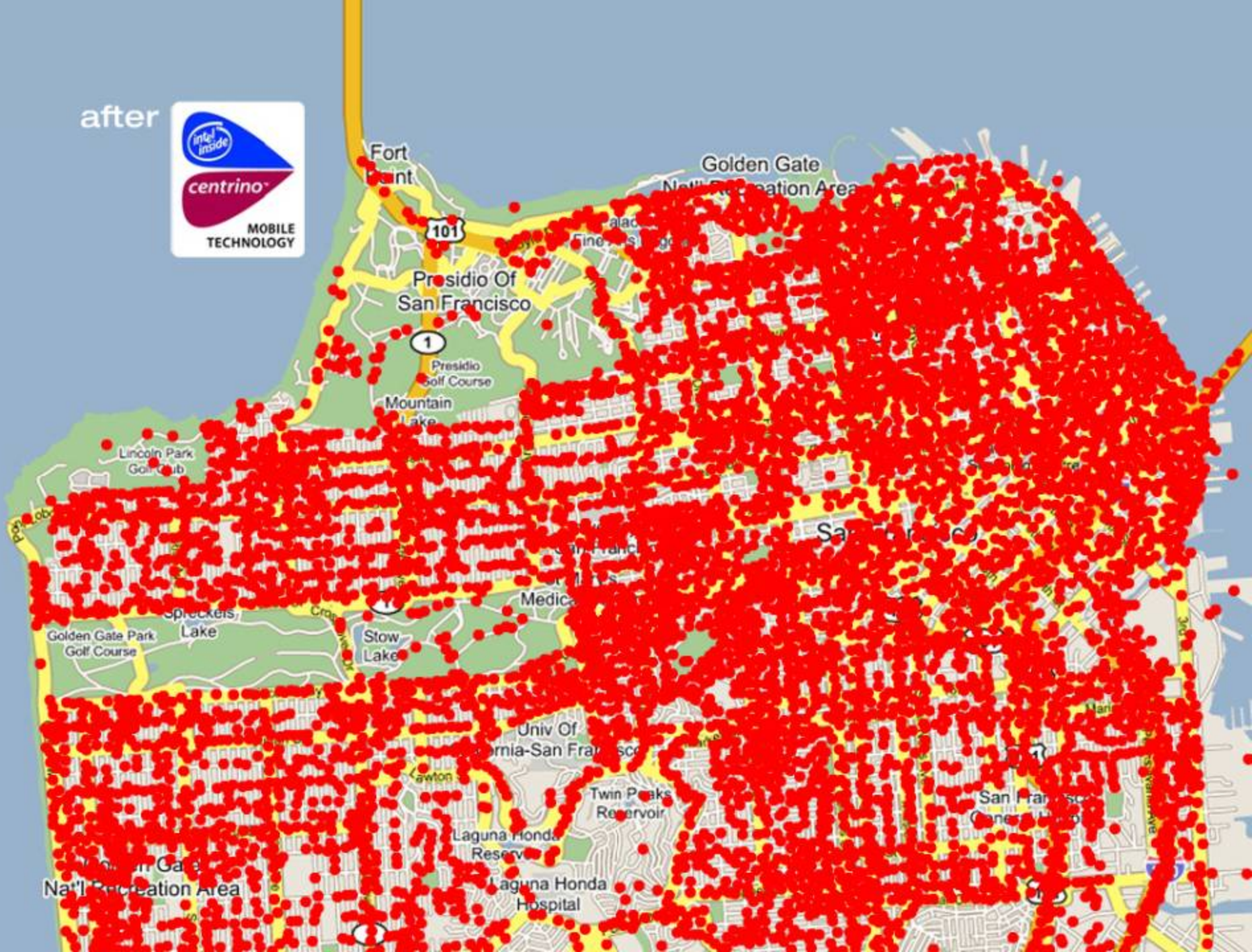


Source: ABI Research, iGillott, IDC, Point-Topic.
DSL added subs used as proxy for added lines.





after

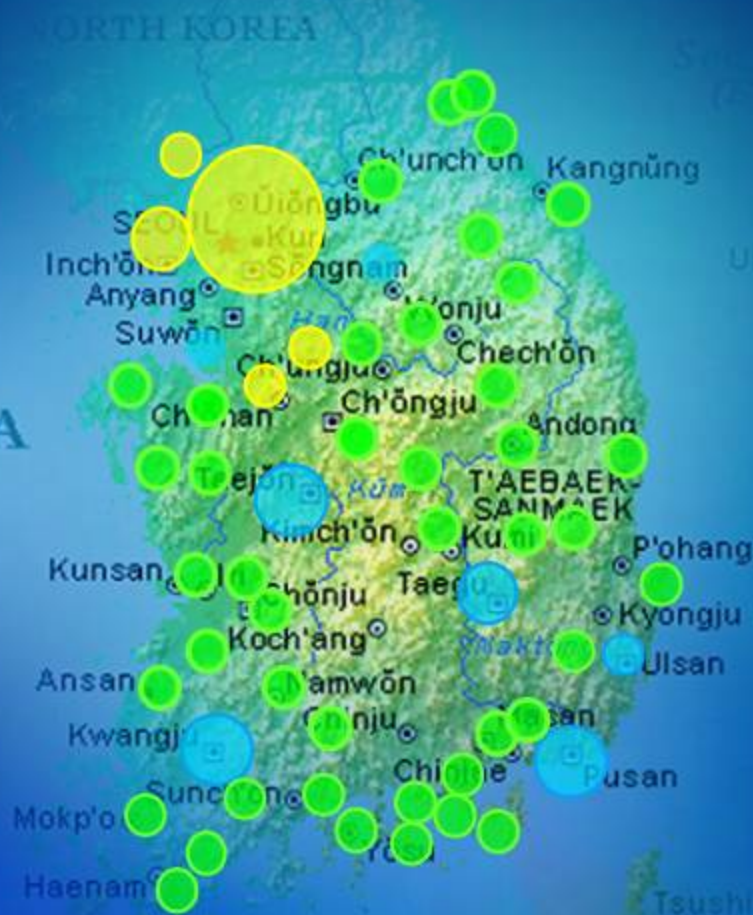


WiMAX Progress



Early Mobile WiMAX Coming Soon

KT's Commercial Mobile WiMAX Service



와이브로 기술 규격

'EEE 802.16e' 채택 될듯

와이브로 기술규격이 이동형 와이브로 국제표준인 'IEEE 802.16e'에 공식 채택될 전망이다.

전대해 정보통신부 장관은 15일 APEC 행사장의 부산 벡스코에서 열린 '와이브로' 국제회의에서 "와이브로 표준이 IEEE 802.16e에 채택되면, 와이브로 기술이 이동형 와이브로로 발전할 수 있다."

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와이브로 세상 열리다



KT가 세계 최초로 APEC 정상회담이 열리는 부산 벡스코 컨벤션홀에서 와이브로를 시연했다. 왼쪽부터 김성민 KT 대표이사, 김성민 KT 대표이사, 김성민 KT 대표이사

'APEC 시연 거점식' 국내외 관계자 300여명 축하

CNN 등 실시간 뉴스 시연 - 휴대인터넷 시대 활짝

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'APEC 시연 거점식' 국내외 관계자 300여명 축하

Source: Korea Telecom

intel

intel

Concluding Thoughts

- Internet becomes the conduit for all media...broadband makes it 10x
- Our opportunities
 - Mobile computing
 - The dumbest phone becomes smart
 - Wireless broadband...look out for emerging technologies

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